



DONALD ALSCHULER

Donald J. Alschuler is the retired CEO/owner of Modern Service Office Products Co., Inc.. Prior to that he was a Certified Public Accountant with the firm B.D.O. Seidman in Beverly Hills.

Mr. Alschuler is currently associated with Tech Coast Angels (a group which provides early round funding and value added services to businesses which utilize unique technology).

Mr. Alschuler currently serves as advisor to CEO/owners of small/medium size businesses. He serves on the Boards of two non-profits and one private company. He also serves on the Board of Alpha Analytics Investment Trust (Two public mutual funds, Alpha Analytics Value Fund and Alpha Analytics Digital Future Fund).

He has served as Chairman of Advisory Boards for 3M Corporation and Hewlett-Packard Corporation. He has been a member of an Advisory Board for International Business Machines. His former Board of Director membership has included Westwood Fund and Lyndon Distribution Co., Inc.

He has served on the Board of Directors of many nonprofit corporations some of which were the United Way of Los Angeles, Girl Scouts of Los Angeles, Concern Foundation, Vista Del Mar Child and Family Care Group of Agencies and The National Office Products Association.

Modern Service Office Supply (MSOS) was a supplier of office necessities to business and government. Mr. Alschuler was its President and Chief Executive Officer for thirty years. During that period the enterprise grew to be a major player in the office product field. Although the company marketed through retail stores and outside sales representatives, it achieved its greatest success through the publication and distribution of business to business catalogs.

MSOS was consistently recognized for outstanding service and leading edge information and distribution systems. It was focused on its customers, while at the same time conscious of employee needs.

Mr. Alschuler brings to boards his first hand experience of growing profitable businesses through multiple stages of development. His strengths include leadership, customer focus, team building, company culture building, strategic planning, direct business to business marketing, information systems, distribution systems and financial planning for growth.

Wisdom, Inc.

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